

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, JUNE 10, 1891.

No. 23.

If you wish to adver- tise, and know just **To Advertisers**

what papers you wish to use, and have your advertisement all prepared and are satisfied with it, and propose getting estimates from a whole lot of advertising agencies, with the intention of giving the order to the lowest bidder, then you are not in need of our services. - - - - -

We have long since abandoned the effort to place advertisements at a lower price than anybody else can.

If we are to be of service to an advertiser, we make it our first business to see that he has a good advertisement; next that it shall go into the papers that are best for his purpose, and have a position where it is likely to be seen.

We devote as much time as may be requisite to prepare an advertisement and indicate the papers in which it ought to appear, and we charge the advertiser for the work we do.

We attempt to do GOOD ADVERTISING.

Address **GEO. P. ROWELL & CO.,**
Newspaper Advertising Bureau,
10 Spruce Street, New York.

4 INCHES 1400 PAPERS For \$190.


During the months of June, July and August
we are rarely crowded with advertising, while
in the winter months we are obliged to omit
large amounts week after week.

Some Advertisers sell goods which are not benefited very much by advertising in the warm months. They do not occupy space in June, July or August.

Some others have an idea that people do not read advertisements except in cold weather, and they stay out also.

This makes less advertising for the newspapers and gives those advertisers who do advertise a better opportunity of attracting attention to their advertisements.

We offer advertisers four inches display one week in the 1400 papers comprising the Atlantic Coast Lists for \$190—the advertisement to be inserted, as we have space to spare, during June, July or August only.

 If two inches two weeks, or one inch four weeks, are preferred, the same price will be made.

Fully one-sixth of the entire reading population of the U. S., outside of large cities, are reached weekly by these lists.

Atlantic Coast Lists,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

VOL. IV.

NEW YORK, JUNE 10, 1891.

No. 23.

THEATRICAL PROGRAMME ADVERTISING.

By J. W. Schwartz.

From a concordance of data gathered concerning theatrical programme advertising, it is obvious that this field has not yet been thoroughly exploited. On superficial consideration it would strike one that the advertisements which appear in sheets of so fugacious a character are, of necessity, catch-penny—given mainly as flyers, or more because of importunity than on merit. This seems plausible regarding the majority. There are certain advertisements, however, which you would naturally expect to find in programmes.

But these you will conclude—if, indeed, you give the subject the compliment of consideration—are those which seek any and every avenue of catching the eye of the amusement-loving public. In this category would come the advertisements of pianos and other musical instruments, high wines and the costumer's and wig-maker's advertisements.

As for prices, you would infer that, since the pursuit is not well established, there would be no basis.

You would be mistaken. Theatrical programme advertising has become a recognized branch of trade. In New York there are a half-dozen such agencies, all doing a lucrative business.

The generic term "theatre," here used, includes all play-houses, from the Metropolitan Opera House down to low-class concert saloons.

Theatres almost invariably sell the privilege of printing their programmes. The sales are subject to restrictions incorporated under the contract. Few theatres publish their programmes themselves. In rare instances the theatres pay for their programmes. The Madison Square Theatre did so for a time in order to absolutely control everything in its columns.

Among the leading publishers of programmes are Chas. D. Koppel, who issues the programmes of the Garden Theatre, the Madison Square Arena and the Roof Garden of the same place; W. J. Moffatt, who publishes programmes for Daly's Theatre and the Brooklyn Park; Leo von Raven and F. V. Strauss. The former has on his lists Proctor's, Amberg's, the Standard and the Union Square. The latter supplies, among others, the Madison Square, Lyceum, Academy of Music and Hammerstein's Harlem theatres. Besides these, James T. Cowdrey publishes the Broadway Theatre programme and that of the opera season at the Metropolitan. C. Rosenquest, who is connected with both the Fourteenth Street Theatre and the Bijou, himself publishes their programmes.

Rates are well established. They vary, of course, but not more than do rates on newspapers. The cross-roads weekly will accept a standing advertisement in exchange for a barrel of apples. The metropolitan daily will exact a dollar a line for space in certain columns.

As nearly as such matters may be reduced to figures, an inch advertisement for a week in the programme of a reputable New York theatre will cost from \$2 to \$4, according to location. The maximum rate obtainable is the first page of the Metropolitan programme, which commands \$5 an inch. Reductions for longer time and larger space are usually made on a regularly graduated scale.

The trade has become so well established that at least one man makes his living by placing advertisements on programmes throughout the country.

The terms of contract between theatres and publishers are only strict on the character of advertisements to be accepted. Of course low-class places of amusement require no restricting

clauses, from the very nature of their business. But the better ones will allow only unexceptionable announcements in their programmes. Cuts are excluded from some. In fact, programmes, on the whole, are more scrupulous than the dailies or periodicals.

The privileges of publishing programmes sometimes net theatres extremely nice revenues. The better class rarely get less than \$2,500. The Metropolitan Opera House gets \$5,000. When it is remembered that the season of opera there is not more than six months, with only three performances a week, this seems a good stiff return. Outside entertainments are not included, and for these, theatres generally make special arrangements, proportionally just as remunerative.

As for circulation guaranteed, this is generally not stipulated further than to exact enough copies to supply every auditor. Few good theatres require less than 6,000 programmes a week. Some attractions draw six or eight times this amount. Strauss' opening at the Madison Square Arena, last year, required 10,000 programmes. There is naturally a large surplus sometimes. One publisher, when this is anticipated, has the surplus distributed on the street.

The restrictions in the character of advertisements do not weigh upon the publishers. They are themselves, as a rule, scrupulous as a matter of policy.

Outside of local advertisements, comparatively little as yet floats to the net of the publisher of programmes. Proprietary articles, such as Baker's Cocoa, Piper Heidsieck, and so on, may be considered local advertisements in this sense.

Nevertheless, the circle of those attracted by the efficacy of the programme as an advertising medium is constantly growing. Newspaper advertising bureaus are beginning to recognize their claims. Hitherto there seems to have been a prejudice against the programme.

Newspapers have begun to avail themselves of space on it. Within six months one New York daily monopolized the back page of all the programmes of the city for one month. Other dailies also have become regular patrons for its services.

There is a class of advertisers to whom of late years the programmes have become an advertising necessity. These are in large part the dealers in

toilet articles, of whom you will invariably find some examples in every programme.

It is a mistake to suppose that theatrical programme advertising conflicts with newspaper advertising. It is of an entirely different nature, and no more in antagonism than are circulars or street-car announcements.

Most of the large general advertisers, who employ various *media*, do not favor the programme at the expense of the daily paper. They set aside, let us say, a large bulk sum for advertising. Of this this they will determine, say, seventy-five per cent for the newspapers. The remainder is to be divided between dead walls, circulars, L cars, novelties and the programmes. Newspapers are seldom affected by the result, for the advertiser will have come to the immutable resolution that such and such an amount is to go to the newspapers under any circumstances.

HERE AND THERE.

By Horace Dumars.

The exchange system, as conducted by many publishers, is the source of a great deal of loss. Large and unnecessary lists of exchanges are carried simply because some brother publisher wants to see your paper, and his name once on the list the exchange goes on forever unless in some moment of disgust the pruning knife or blue pencil is used in reducing the number of undesirable exchanges. A very useful document would be a printed letter declining with thanks the proffer of an undesirable exchange. Merchants do not exchange their goods with other merchants simply because the other fellow desires it, and why should a publisher expend large sums of money in paper and presswork simply because a number of brother publishers take a notion that they would like to occasionally see his paper?

I have known cases where the publisher of a daily paper would send three hundred and sixty-five copies of his publication in exchange for a monthly publication, there being no more paper or matter in the twelve copies sent in exchange to him than would be found in twelve issues of the daily. It would look as though the publisher of the daily is imposed upon; but he justifies his bad bargain by remarking that it is simply an exchange,

and so is perfectly fair. Were he to stop and figure out what it costs him to mail one copy of his paper for a year he would find that he could pay cash for a subscription to the monthly publication and still be saving on postage alone, to say nothing of the paper and presswork which daily go into the exchange.

Advertisers, too, come in for their share of loss through the exchange system, for the circulation thus represented is worthless to them, as far as securing returns go. They all know this, but pass the matter by on the score that exchanges must be tolerated, and especially in mediums of small circulation. Were a paper of one hundred thousand circulation to admit that six per cent of all its papers went out as exchanges, there would be quite a kick from advertisers; but with small circulations they seem to take no notice of this percentage of loss. Many papers of five hundred circulation will have from fifty to one hundred exchanges on their list, and of these fully one-half are never looked at. This being the case, there is no gain to either the publisher or advertiser. In contrast with this loose system is that adopted by the *Ladies' World* of confining its entire list of exchanges to fifty, all told, and under no circumstances allowing it to exceed that number. As this is but one exchange to every five thousand of circulation, the number need not be considered extravagant.

Another source of loss, principally to the publishers of mediums of large circulation, is the exchange of advertising space with brother publishers; and a careful examination in this line will convince any one that fair equivalents are as little considered in this kind of barter as in the exchange of papers. If a publisher values his advertising space he will find it to his advantage to conduct the business of advertising his paper through advertising agencies strictly upon a cash basis, declining all proffers of exchange of space. Some of the magazine publishers still adhere to the old policy of giving a year's subscription in return for a free notice, but there is no doubt that they pay more and get less service for what it costs them than were they to make all contracts on a cash basis. The additional amount of circulation

thus gained may help to swell their list; but in these days when advertisers can test the value of mediums it is doubtful if there is any real gain from this increase.

There is always more or less complaint among advertisers against sample copies, but the returns from this class of circulation are vastly superior to what will be received from exchanges. While speaking of sample copies, I will say there is as much difference in this class of circulation as in lists of paid subscriptions, and if the samples are sent to progressive people the results are usually satisfactory to advertisers. The great trouble with sending out sample copies is that the lists are frequently old or are furnished to a number of people to mail from, and consequently the parties who receive the copies are drummed to death by the various publishers and so pay little attention to the papers they receive. In the extra copies sent out as special editions by PRINTERS' INK I consider the samples fully as valuable to the advertiser as the copies subscribed for; but were there twenty other similar publications going to the same parties, such circulation would be worth but little for giving returns. This condition applies to almost any class of publications.

IS IT PRACTICAL?

By Seth Cleverly.

There can be no reasonable doubt that in his article of May 20, "Number Two" has vindicated his position in the controversy over first insertions, so far as to explain his theory. He has given us a comprehensive elucidation of his views on the subject, and it must be admitted his arguments are forceful, because they teem with the earnestness born of conviction; but has he proved himself, or rather his theory, to be correct in general practice?

In the first place, the assertion that the first insertion of any advertisement is more valuable than any subsequent one is not supported by practice in the experience of advertisers and is entirely too broad a statement. If it had been said that the first appearance of a certain kind of advertisement is more effective than the second insertion of the same advertisement, comparatively little ground for objection would remain; but even in this modified form the absolute correctness of the statement is

open to serious question. It may be conceded, for the sake of argument, that the first printing of "Plantation Bitters" was a trifle more effective than its second or third printing because of its novelty; but the first publishing of "John Smith, Jobber of General Hardware," was of no value whatever to Mr. Smith until after it had been supported and reinforced by repetition. Furthermore, if Mr. Smith was advertising under a contract for fifty-two insertions it may be maintained that his advertisement was growing in practical value to him with each insertion, that the second insertion was worth a little more than the first, because it reminded possibly one out of a hundred readers that he had seen it before, and that the fifty-second insertion was worth a little more to him than any of the others, if for no other reason than that by his ceaseless repetition he has established an impression of his stability and pertinacity in the minds of a proportion of the readers of his medium to a degree not possible by one insertion.

Omitting the element of novelty, the same rule would seem to apply to the advertisement of "Plantation Bitters," or any other specialty. If we are to admit that the first insertion is ever better than subsequent ones, it is difficult to assign any reason for it except to the effect produced by oddity, irregularity and novelty upon the human mind in the abstract; but in the interest of the discussion, it being conceded that the first printing of the "Plantation Bitters" advertisement was worth more than the second, does "Number Two" maintain that the fifty-second repetition in the same paper was worth less than the first insertion? In repeating an advertisement in a given medium, the advertiser is not necessarily talking to the same persons all the time, as proposed by "Number Two" when he says: " * * * it would do more good to tell ten thousand people once effectively about a good cough remedy than it would to tell one person the same story ten thousand times." The circulation of any good paper or magazine is not confined to the persons whose names appear on its subscription list, for the latter does not include the borrower—that justly maligned individual who never spends a cent of his own money for the purchase of any newspaper—or any of the larger or smaller number of persons who come within the per-

sonal following of each subscriber, his clerks and business associates, or his family circle and its neighbors; and it may be readily seen that this condition would constitute the very strongest argument in support of "Number Two's" position if the human family were not by nature so extremely forgetful of details which may seem personally unimportant at first notice.

In the case of the "certain advertiser" referred to by "Number Two," if his appropriation is limited to \$3,000 per year, why does "Number Two" advise him to divide it up into twelfths? If the position taken by "Number Two" is tenable it is certainly better for the advertiser to speak to a given number of people once than to one-twelfth as many people twelve times, and only once a month at that—for he certainly cannot reach as large a circulation for \$250 as he can for \$3,000—and according to "Number Two" it is only necessary to say what one has to say once, anyway, and the greater the number of persons he tells it to the better.

There is no doubt whatever that the same tactics employed to advertise a school as to introduce a cough remedy would be utterly futile to produce profit in one case or the other, and "Number Two" should not attempt to reconcile his position by intimating that any sane man would attempt to tell one man about an article ten thousand times, any more than that he would tell ten thousand men about it once and stop there—the first is impossible and the last as nonsensical and impracticable as the first.

A good theory is a very good thing, but good horse sense in advertising is indispensable; and no matter how excellent the theory, it is worse than valueless unless by the exercise of good judgment it may be developed into profitable practice, and the man who advertised by the year, "Boy Wanted," when he only wanted one good boy, would be more eligible to an asylum for the feeble minded than the child who endeavored to get ten pieces of pie by asking one person ten times for it.

"Number Two" cites a number of suppositious conditions with which to confirm his theory, not one of which is applicable to the case in point, which is, as the writer understands it, to be summed up in the following query: Which, of two given methods,

is the profitable one to follow in general advertising?

"Number Two" has told us how to advertise a school, and his way is probably a good one if combined with good judgment; but if he should undertake to prove that it were good policy to appropriate \$50,000 a year with which to introduce a new proprietary article, taking the English-speaking world as a field, and then expend it all the first week in each year by contracting for one insertion in enough good mediums to exhaust the appropriation, he would probably find he had gotten into rather deep water. If he takes the position that the last proposition is too radical and that the \$50,000 should be divided into twelfths, he merely advocates monthly mediums; if into fifty-seconds, he simply argues that weeklies are best; and if into three-hundred-and-sixty-fifths, he only proves that he favors daily papers, for in either case he does not avoid repetition even if mediums are changed each time so as to secure first insertion, and the only advantage he secures is the questionable one of the slight super-value of first insertions. In the opinion of the writer, he would find it difficult to prove, upon any hypothesis, that this questionable benefit would not be more than offset by the money value of discounts from card rates to be secured if the appropriation were invested in long-time contracts.

There are a few advertisers who appropriate large amounts for advertising, and many who invest small sums by the year; there is also another class the members of which, while not investing much of anything in the commodity called advertising, expend a great deal of money every year in trying to get themselves or their goods before the public. It is doubtful if there is a single instance among those who have gained their experience by hard knocks—and they are the ones who systematically set aside a certain amount yearly and purchase their advertising, as they would any other article needed in their business, where they can buy it the cheapest, quantity and quality duly considered—I say it is extremely doubtful if one of them can be found who would dare to spend his entire appropriation in one lump so as to secure first insertions, no matter how valuable they might be; for we all know that "out of sight" is "out

of mind," and we cannot afford to make our advertising an expense when we have every opportunity to make it an investment.

We haven't all got schools to advertise, neither have we all horses for sale or houses to let; but those of us who may want to sell a horse will agree with "Number Two" that we have "just as good a chance of obtaining a customer by appealing to one hundred different persons as there will be in appealing one hundred times to one person"; when, however, we want to sell soap, for instance, the year round, and hope to sell more of it next year than this, we expect to be obliged to "appeal" many hundred times to each person before we can get everybody enough interested so that a profitable proportion of them will come to us with their money, and the writer, for one, will endeavor to do it by means of long-time contracts with good mediums; not alone because of the discounts to be obtained, but because he believes it to be the more effective of the two proposed methods for the use of the general advertiser.

ANOTHER WAY OF SEEING IT.

By Wilder Grabame.

"No one succeeds so surely in this life," remarks the Boston *Home Journal*, "as a man willing to gull the world. It is the doctor who offers to perform miracles who becomes rich; it is the banker who offers to do the impossible who gets the deposits; it is the merchant who offers to sell things for less than cost who draws the crowd, and the pity of it is this crowd never learn that philanthropy is not the law of life, and that all these speculators are bent on making money out of them."

Any one venturing to dispute this assertion would doubtless be overwhelmed with evidence of his own ignorance; but let us restate the case.

There are no people so easy for the "doctor who offers to perform miracles," the "banker who promises impossibilities," etc., to deal with as the people who "never read advertisements."

A novice in the commercial world, it is true, soon finds that the most honorable dealers offer him least and give him most for his money. Still, he sometimes thinks himself cheated by the best of business men. Is this the case, or do his ignorance of the commodity and

too sanguine disposition do the cheating? Ask almost any responsible dealer and he will admit a decided preference for trading with people who are themselves judges of the goods they purchase. The ignorant customer's imagination promises so much the dealer did not at all imply that he is often dissatisfied without cause.

What then, is the result of trading with dishonest dealers with their more enticing stories? Disappointment, always. And the remedy? Education and practice in the "Science of Trade."

That which applies to the local dealer applies in a more emphatic way to the general advertiser and his distant customer.

I have an article for sale in which I have faith. It has more excellent features than any of its rivals; a few of their faults. I call your attention to the improvements over others in the market, but am not going to pay high rates for space in which to tell you of possible defects under such and such circumstances. I tell the truth about it. Perhaps the novice expects me to tell the whole truth in a few lines, where several issues of the entire periodical would not hold that. I present my special claims on his patronage, only, and in the briefest way. Because I say my medicine is the best thing in the world for colds, need any one kick because I did not take the space to warn them that it would not help or cure the gout? Ask any advertiser if there is not a good deal of kicking on that very principle. People let their own minds swindle them and then expect the advertiser to take the blame.

No one pretends to deny the existence of many advertisements purposely worded to deceive; but it is hardly just that this reflect seriously on the entire advertising system as it does with some people. Every fraud advertisement has at least one hundred mates in the non-advertising portion of the commercial world. Every liar in public will lie in private, and there are liars who don't advertise their dishonesty. So must we not condemn the whole commercial system if we stigmatize the advertising department as a fraud because it contains fraud?

This injustice to the honest advertiser is not the only one. There is too much truth, when we come to study the matter, in the assertion that it is the advertiser who promises the impossible that gets the heaviest trade.

Some catchy heading or attractive offer "sets people talking" about it, and the novice, uneducated in distinguishing the chaff from the grain, invests his dollars and credulity. Or, something not to be obtained of local dealers is wanted, and as a last resort the advertising columns are examined, perhaps for the first time; the "best bargain" taken as a guide for prices on goods the rate of which the intending customer knows nothing, and all legitimate concerns who quote possible and honest rates set down as exorbitant. The result? Again, disappointment. And the remedy? Education and practice. The man who "never reads advertisements" sometimes pays dearly for the time he saves.

Who is to give this course of education, graduates from which would be prepared to judge for themselves instead of trusting to some unknown "bargain giver?"

Should not the honest advertiser, the publisher and every commercial educator of the land strive to promote this general knowledge of the most universal of all applied sciences, the "Science of Commerce?"

Each would be benefited by it, as would everybody who is ever called on to buy or sell, who either produces or consumes, no matter what, or when, or where. Then, and not till then, will the "snide" advertiser be compelled to face a battery of common sense such as few such advertisements now issued would survive. Then the legitimate dealer would not be forced to the necessity of choosing between an unequal competition with these fair promisers and an undue exaggeration of his own goods. And then will arise a unanimity of commercial purpose, a grouping together and a general co-operation impossible so long as every one is ignorant of the needs of his neighbor.

WRITING advertisements is but half the battle. No matter how well an advertisement is written, unless it is effectively "set up" it will not be a success. Right types must be selected, both for the "catch line" and the body type. Many advertisers prefer to have their advertisements designed and put into type under the direction of a competent person, in an office which has a large selection of the best and newest types, and then have electrotypes made from the original.—From "Ideal Advertising," by A. L. Teele.

AN ADVERTISING CORPS.

A prominent dry goods merchant in St. Paul said to a salesman in New York a few weeks ago, in answer to the question: "Who writes your advertisements?" "We all write them."

"Well, who puts them into the papers; who is the man that looks after that?"

"I am the man who attends to the placing of the advertisements," replied the merchant, "but all the boys in the store have a hand in writing them."

"We do it this way," continued he. "Let us suppose that I am going in for a big general advertisement. I go to each one of my buyers and say, 'You can have 20 or 50 words,' as I judge of the value of the department; 'say what you want to say.' At first I confess it was very poor work. The 50 words said very little, and it was necessary for me to do the work all over, but I had an idea, which I am now convinced was a good one, that I could drill my men into becoming good advertisement writers. I persisted in making them boil down and boil down, until now a few words say a great deal. I have a system of giving space to each department—so much each month—and this at first did not work harmoniously, for the dress goods buyer would make a purchase, and in his zeal to draw in all the people of St. Paul on the first round, would spend his space in a very riotous manner, and would be left to eat the husks that fell to him for the remainder of the month, although he might wish to advertise a much more salable lot later on. After the boys found that the rule was not to be broken except under very exceptional circumstances, they looked further than their noses and reserved for themselves space against a day when they would need it most.

"This plan works beautifully now, and the best of it all is that the public believe what we say and respond readily when an offer of a bargain is made. For my folks haven't the space to lie. You thus can see that I save useless advertising, and I place my people in a position which is in harmony and sympathy with the public, for they know very well that if they give a great spread about goods that will not bear out their statements, they will have no chance to make the great spread when they get something that deserves recognition.

"My plan has another merit. It makes the buyers alert and anxious to pick up goods that will give them a chance to make a run. If I find that advertising a certain department does not materially increase the sales, I gradually drop off unless I find that the department is suffering. I do not charge the department with advertising except in such cases when it appears wise to go in for more space than what they are allowed."—*Dry Goods Retailer.*

THE SHOE ON THE OTHER FOOT.

The *Kings' Jester* states that the following advertisement—which appeared in PRINTERS' INK for April 1—was stolen from a leaflet issued by its publishers February 1:

THE 3

ESSENTIALS OF A SUCCESSFUL
ADVERTISING AGENCY
ARE

Ability to Write, Design and Display striking and attractive advertisements—to get the best possible effect in the smallest space.

Honesty to work at all times for the advertiser; to be ever watchful to secure him the best possible terms or special bargains obtainable.

Capital to pay all bills on the day received, if found correct; to secure the publisher from loss in the event of failure of the advertiser.

To secure these three essentials
Advertisers should address

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
No. 10 SPRUCE ST., N. Y.

If the *Kings' Jester* will refer to its file of PRINTERS' INK, it will find *precisely the same advertisement* in our issue of Nov. 19, 1890—fully two months before the appearance of their circular.

It may be true, as the *Jester* confidently asserts, that the idea has been stolen; but the burden of proof does not rest with PRINTERS' INK.

Correspondence.

ABOUT "BYRRH."

SIMON VIOLET AINE & Co.,
SOLE HOUSE FOR BYRRH
AU VIN DE MALAGA,
LONDON, May 14, 1891.

Editor of PRINTERS' INK:

Our advertising agents (Messrs. Emmison Brown, of London and Manchester, England,) have directed our attention to a paragraph referring to our specialty, "Byrrh," which appears in your PRINTERS' INK of April 29 last.

The talented gentleman who contributes "Stray Shots" to your racy little brochure has gone wrong this time, as we will endeavor to show.

It is quite true that "Byrrh" is very largely advertised in France; but what about other countries? When next he comes to England, kindly ask him to cast his eye over the multifarious posting stations in this town alone (London). "Byrrh" may be, as he describes it, "miserable, cloying, sweet;" but the general public don't think so, as is proved by the facts that the sale all over Europe is enormous, that it is rapidly coming to the front in England (though but comparatively recently introduced here), and is exported in larger quantities to Canada, South America, Africa and the East.

Should your correspondent in his travels find himself near Thuir, Pyrenees Orientales, France, he is cordially invited to introduce himself to Messrs. S. Violet Aine & Co., of that place, who will be only too pleased to show him over one of the largest and best appointed wine factories in the world. At any time he will find 128,000 neotolitres of fully matured wines ready for immediate delivery to customers. This does not look as though "Byrrh" was an article that "will not please the public," does it?

Your correspondent is perfectly correct in saying that he saw, "as in a vision," a million lost. We have lost a million, but we have lost it *in advertising*, and as it has brought back many millions, we don't very much regret it.

Since 1873 "Byrrh" has been the leading specialty in France, and bids fair before long to be an established institution throughout the civilized world.

Regretting that we cannot show your correspondent the medals and diplomas "Byrrh" has received from many industrial exhibitions, and also the numerous press notices, we remain yours truly, SIMON VIOLET AINE & Co.

A. DESCROIX, Sole Agent.

ANOTHER VIEW.

CHICAGO, Ill., May 21, 1891.

Editor of PRINTERS' INK:

It seems to me that "Number Two" is an extreme "extremist" in many of his arguments and comparisons, and that he has made a complete case for "Number One." That is to say, he has clinched "Number One's" arguments by negative reasoning.

You may take a hammer and hit 1,000 different stones each once, and it will have no perceptible effect. But, if you take only 250 stones and hit each one four times, the probability is that you will accomplish something. It's the constant dripping that wears away the stone. Telling a million readers a thing once will not produce the same result that telling 200,000 people the same thing five times will.

H. G. DERRY.

INFLUENCE OF THE LOCAL PAPER.

CHARLES A. NOYES, ART ROOMS,
DUBUQUE, Ia., May 14, 1891.

Editor of PRINTERS' INK:

I have lately received from Cape Coast, South Africa, an inquiry for goods, the writer stating that he saw my advertisement in one of our local papers.

This would seem to show that advertising sometimes pays in unexpected ways, and that the newspaper does carry an "ad." where no other medium can. C. A. NOYES.

IT BEAT THE RECORD.

NEW YORK, May 18, 1891.

Editor of PRINTERS' INK:

I have never received so many answers to an advertisement as I have already received in reply to the three-line advertisement in PRINTERS' INK for May 13th. ALBERT B. KING, Printer and Stationer.

WANTS.

Advertisements under this head 50 cents a line

I WANT novelties and quick-selling articles (with advertising matter to handle through the mails. B. G. THONER, Minneapolis, Minn.

A DVERTISING RATES and sample copies of class and general publications of more than local circulation. X. W. PUTNAM, Harmonsburg, Pa.

CIANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

WANTED—Good second hand Steam Roller Press; must print four-page paper; also good Job Press, Type, etc., sufficient to thoroughly equip a newspaper and job office. Address "ROLLER," care PRINTERS' INK.

WANTED—TO BUY CHEAP FOR CASH—A small printing office or an outfit sufficient for job and poster work; no wood type needed. A second-hand office acceptable if in good condition. Owner must be willing to sell cheap—very cheap for cash. In replying state lowest cash price, as we have no time for bargaining. Address Room No. 34, Penn Building, Pittsburg, Pa.

A YOUNG MAN, 27 years of age, a competent, experienced accountant, correspondent, penman, stenographer and typewriter, desires temporary employment during June and July as stenographer or private secretary. Has had practical experience as correspondent and accountant, and also as teacher in commercial departments. Wages expected, \$20 a week. Address "H. W. R.," care of PRINTERS' INK.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 50 cents a line

A JOB PRESS and 1c. stamps at discount. E. J. SMEAD, Vineland, N. J.

MINIATURE DYNAMOS for premiums, EMPIRE PUB. CO., 66 Duane St., N. Y.

FOR SALE—A \$3,000 Newspaper and Job Office (steam). Cash \$500; balance on easy terms. Address "PRINTER," care PRINTERS' INK

JOB OFFICE and NEWSPAPER in Michigan. Earning big money. \$4,000. Investigate. "MICHIGAN," care of PRINTERS' INK.

FOR SALE—The house 151 Elliot Place, Brooklyn, 21x100. Price, \$7,000. Apply to owner, GEO. P. ROWELL, 10 Spruce St., N. Y.

FOR SALE—The house 112 Kosciuszko St., Brooklyn, 15x100. Price, \$4,000. Apply to owner, GEO. P. ROWELL, 10 Spruce St., N. Y.

A POWER CAMPBELL CYLINDER PRINTING PRESS at bargain for cash, or on time installments. Prints 28½ by 42. "STEVENS," Box 3619, New York City.

FOR SALE—Web Press, six or seven column, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. BEACON Office, Akron, Ohio.

FOR SALE—A first-class paying Weekly Newspaper, with press and type, located in Providence, R. I. For further information call at 64 North Main St., or address Box 419, Providence, R. I.

2099 ADDRESSES OF FARMERS in this Co.; compiled in 1890; never offered before. Small but valuable list; in a field not worked to death. \$4.00 for entire list. E. E. Bloomfield, Lock B. 215, Oval City, Stark Co., O.

FOR SALE—One of the best-paying weeklies, with job office, in Western Massachusetts. Proprietor unable to attend to it. \$1,500 cash required. Balance easy terms. Address "Massachusetts Weekly," care PRINTERS' INK.

FOR SALE—The entire or one half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

FOR SALE—A daily and two weekly newspapers and a first-class job office, in a live Ohio town of 12,000. Daily has a circulation of 1,200; the two weeklies, 4,300 copies. This establishment has been recently reorganized as a stock company, \$5,000 of new stock having been taken in. The office was remodeled, the papers re-dressed and a new newspaper press put in. The present managers, having other business, will sell the controlling interest. The company is capitalized at \$15,000. An investment of \$10,000 will be required. Address "OHIO," care PRINTERS' INK.

◆◆◆
SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

A GENTS' GUIDE.

A LLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

L EVEY'S INKS are the best. New York.

A GENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

B RIGHT, clean and reliable is the SAN FRANCISCO BULLETIN.

40,000 PEOPLE read THE NEW HAVEN NEWS daily.

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

A GENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

SAN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

A MERICAN SCHOOL BOARD JOURNAL. Read by half million school people.

L ARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

P ROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

M OST "Wants," most circulation, most adv's. SAN FRANCISCO CALL leads.

T HE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

L OUISVILLE COMMERCIAL—Only 2 cent Morning Daily published in Kentucky.

H IGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

B INGHAMTON (N. Y.) REPUBLICAN. Over 6,000 copies daily. Affidavit if desired.

A DVERTISING rates 15c. per inch per day. Circ'n 6,300. Enterprise, Brockton, Mass.

H IGHEST ORDER Mechanical Engraving. J. L. Rhodes, 7 New Chambers St., N. Y.

55,063 D.; 57,742 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

P ATENTS for inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

P RINTERS' COMPOSING RULES to exchange for locals; three to fifty ems. GAGE TOOL CO., Vineland, N. J.

96 PLANS a year of city and country houses. Single part, 10 cts. 1 Year, \$1. Address THE BUILDER, N. Y. City.

YOU can run a local illustrated paper at a PROFIT. Will tell you how. PICTORIAL WEEKLIES COMPANY, 28 West 23d St., N. Y.

T YPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

10 LINES in the Richfield News, The Saratoga News, The Thousand Island News for \$25 for the season. GENERAL OFFICE, Utica, N. Y.

B ALTIMORE SUN.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Maryland.

T HE KEOKUK GATE CITY, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Lee County, Iowa.

D ENVER REPUBLICAN.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Colorado.

T HE OTTUMWA WEEKLY PRESS, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Wapello County, Iowa.

T HE ASHLAND WEEKLY PRESS, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Ashland County, Ohio.

M EDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

T HE ANNISTON DAILY HOT BLAST, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Calhoun County, Alabama.

T HE MALONE WEEKLY FARMER, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Franklin County, New York.

DETROITER ABEND-POST has, according to the American Newspaper Directory for 1891, a larger circulation than all the other German dailies in Michigan combined.

NEW ORLEANS TIMES-DEMOCRAT.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Louisiana.

THE LEWISTON WEEKLY JOURNAL, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Androscoggin County, Maine.

NEW ORLEANS TIMES-DEMOCRAT.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other weekly in Louisiana.

THE FREEPORT DEUTSCHER ANZEIGER, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Stephenson County, Ill.

THE GRANVILLE WEEKLY SENTINEL, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Washington County, New York.

THE GOLDSBORO WEEKLY HEADLIGHT, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Wayne County, North Carolina.

THE LONACONING WEEKLY REVIEW, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Allegany County, Maryland.

SCHOOL ADVERTISING in Texas should be done through the (Dallas) **TEXAS BAPTIST AND HERALD**. Reaches more first-class homes than any Texas religious paper.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK**.

THE GEORGETOWN WEEKLY SUSSEX JOURNAL, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Sussex County, Delaware.

THE DOYLESTOWN WEEKLY INTELLIGENCER, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Bucks County, Pennsylvania.

THE CHICAGOER FREIE PRESSE (Daily), published in Chicago, has, according to the American Newspaper Directory for 1891, the largest circulation of any German daily in Illinois.

THE POKEEPSIE WEEKLY NEWS-TELEGRAPH, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Dutchess County, New York.

THE LOCKPORT DAILY and WEEKLY JOURNAL, in the American Newspaper Directory for 1891, are accorded the largest circulation of any papers in Niagara County, New York.

ADDRESS OF OVER 2,500 PEOPLE in Northern Indiana and Illinois, neatly bound, sent to any address, postpaid, on receipt of \$1.00. **FRANK E. GERO**, Hammond, Ind.

FAMILIEN BLAETTER (Weekly), published in Detroit, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any German weekly in Michigan.

THE RURAL CALIFORNIAN, published at Los Angeles, has, according to the American Newspaper Directory for 1891, the largest circulation of any agricultural paper issued in California.

EDITORS' BABIES are no exceptions to the general rule. Baby carriages they must have. "How to Get Them," a 42-page catalogue, answers that. **L. G. SPENCER'S** Factory, Chicago.

THE LEADER (Monthly), published in Boston, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Musical paper in Massachusetts.

THE ST. LOUIS GROCER (Weekly), published in St. Louis, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any grocers' paper published.

VESTKUSTEN (Weekly), published in San Francisco, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Scandinavian paper in California.

THE BUTTE CITY SEMI-WEEKLY INTER-MOUNTAIN, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Silver Bow County, Montana.

THE WESTERN PENMAN (Monthly), published in Cedar Rapids, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Educational paper in Iowa.

WITNESS, Weekly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

THE PHONOGRAPHIC MAGAZINE (Monthly), published in Cincinnati, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational paper in Ohio.

CARPENTRY AND BUILDING (Monthly), published in New York City, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Building paper in New York.

DEN DANSKE PIONEER (Weekly), published in Omaha, Neb., has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Danish weekly paper in United States.

CHRISTIAN ADVOCATE, New York, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

BLOOMINGTON HOME CIRCLE.—According to the American Newspaper Directory for 1891, this paper, for the house and family, has a larger circulation than any other paper in Illinois, Chicago papers excepted.

THE NORTHWESTERN LUMBERMAN (Weekly), published in Chicago, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any lumber trade paper published.

WESTERN SCHOOL JOURNAL (Monthly), published in Topeka, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational journal west of the Mississippi.

THE SCHOOL JOURNAL, Weekly (circulation 18,000), and **TEACHERS' INSTITUTE**, Monthly (circulation 47,000), reach a large proportion of 34,000 teachers and school officers. Circulation proved. New York.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE JOPLIN (MO.) HERALD, only morning paper published in a city of 15,000 inhabitants, having a suburban population within a radius of seven miles of an additional 15,000. Advertisers invited to investigate.

THE ST. LOUIS CHRISTIAN ADVOCATE, the organ of the Methodist Episcopal Church, South, has, according to the American Newspaper Directory for 1891, the largest circulation of any religious paper in Missouri.

A TWO-LINE NOTICE IN PRINTERS' INK, under heading of Special Notices, can be inserted every week for a whole year for \$51.30; 3 lines will cost \$46.50; 4 lines, \$42.40; 5 lines, \$38.10; 6 lines, \$33.60; 7 lines, \$29.30; 8 lines, \$24.80.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

THE EVENING ITEM, Philadelphia, Pa., is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 for each issue and one of the four daily papers exceeding 150,000.

DETROIT SUNDAY SUN.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 33. Nine papers in Michigan have this rating, and the Sunday Sun is one of them.

THE PILOT, Boston.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 33. Twenty-five papers in Massachusetts have this rating, and the PILOT is one of them.

WE CAN SAVE you fifty dollars when you build." Plans, ready to build from, only 25 cents. Our Book, Beautiful Homes, 25 cents. Advertise in THE NATIONAL BUILDER. Write for catalogues. Address, THE NATIONAL BUILDER, Adams Express Bldg., Chicago, Ill.

THE GREAT MEDIUM for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

COLLEGES, SCHOOLS and SUMMER RESORTS reach the well-to-do public of the Southwest effectually and economically by advertising in the New Orleans PICAUNE. Sample copies and advertising rates furnished on application. Address PICAUNE, New Orleans.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

PHILADELPHIA SUNDAY ITEM—Rowell's Directory for 1891 rates only four Sunday papers in the United States with a regular circulation exceeding 150,000. THE PHILADELPHIA SUNDAY ITEM is one of the four. Rates lower than any newspaper in America for similar circulation.

DAYTON, Ohio.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Dayton the paper accorded this distinction is THE HERALD.

DIE WESTLICHE POST, published in St. Louis, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any German daily paper in Missouri. In St. Louis its circulation is much larger than the combined circulation of all the other German dailies published there.

DENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the REPUBLICAN.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co.'s "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

MONEY—There are a greater number of insurance, banking and other moneyed institutions to the square inch in the city of Hartford than in any other city in the world. Financial advertising is a conspicuous feature in the columns of the TIMES, the undisputed leading newspaper of Connecticut. Sample copy tells; rates also.

THE FREEMAN—The only illustrated colored newspaper, published at Indianapolis, has, according to the American Newspaper Directory for 1891, the largest circulation of any negro journal in the United States. It is read by more than 100,000 colored people every week. A novel feature is that the type-setting, illustrating, etching, presswork and editorial work is all done by colored persons.

AMERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co.'s "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

THE AGE HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE HERALD COMPANY, Birmingham, Alabama.


THE OTTUMWA BILL POSTING and General Advertising Agency post bills, distribute circulars, etc., etc., throughout this section. Especial attention paid to large orders to cover any amount of territory in Southern Iowa with your advertising matter. *We employ none but reliable men, and furnish sworn affidavits as to work.* References, any bank in this city. B. A. BURDICK, Manager, Ottumwa, Iowa.

DALLAS NEWS.—The new BOOK FOR ADVERTISERS, just issued by Geo. P. Rowell & Co., specifies the BEST paper in each one of the States, Territories, Districts or Provinces of the United States and Canada. This means the BEST paper for an advertiser to use if he will use but one in a State, and the one publication which is read by the largest number and best class of persons throughout the State. For Texas the paper named in this list is the DALLAS NEWS, daily and weekly.

MONTREAL STAR.—The new BOOK FOR ADVERTISERS, just issued by Geo. P. Rowell & Co., specifies the BEST paper in each one of the States, Territories, Districts or Provinces of the United States and Canada. This means the BEST paper for an advertiser to use if he will use but one in a State, and the one publication which is read by the largest number and best class of persons throughout the State. For the Province of Quebec the paper named in this list is the MONTREAL STAR.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more. Until further notice the following discounts will be allowed for continued advertisements: 1 month, 10 per cent; 3 months, 20 per cent; 6 months, 30 per cent; 1 year, 40 per cent.

SOWING THE SEED OF SUCCESS.



Every business man is the farmer of his own fortune, and the harvest he reaps is entirely due to his own perseverance and industry. If properly sown, there is not one seed that promises him better returns than liberal advertising; but it requires careful cultivation, for the field is a large one, and there are many dry and barren spots that must be avoided.

We are practical farmers in the advertising field, and after 26 years' careful study and experience we are better able to avoid the barren spots and add to the chance of reaping a rich harvest by preparing bright, original advertisements suitable for your business and placing them in mediums which in our judgment will show the best possible results.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce Street, New York.

Geo. P. Rowell & Co's

PUBLICATIONS

ALL PIONEER WORKS.

AMERICAN NEWSPAPER DIRECTORY:

The standard catalogue of newspapers in the United States and Canada. It gives circulation ratings and special information about each paper. It is carefully revised and issued annually, and is now in its twenty-third year. The DIRECTORY is the accepted basis for all newspaper statistics. Price \$5.

PRINTERS' INK:

A weekly journal for advertisers. Bright, pithy and readable, it has achieved a remarkable success, as its numerous imitators testify. It was established in July, 1888, and has opened up a new field in journalism. PRINTERS' INK discusses topics of interest to advertisers and gives helpful suggestions. Subscription, \$2 a year.

BOOK FOR ADVERTISERS:

Any person wishing to advertise, who will devote time to a careful examination of this book, will find in it the information that he requires to enable him to perfect his plans. It contains 368 pages. Price, in paper covers, \$1. In cloth, \$2.

MANUAL FOR ADVERTISERS, No. 1:

This is a practical little treatise on the preparation of advertisements. It is just the thing to put in the hands of the man who doesn't know what to say in his advertisement. It contains 116 pages. Price 50 cents.

NEWSPAPER STATISTICS FOR 1891

in pamphlet form, mailed upon receipt of 10 cents.

STATE COMBINATIONS OF DAILY and WEEKLY NEWSPAPERS

throughout the U. S. and Canada, in which we insert advertisements at 50 per cent. less than publishers' rates. In pamphlet form, mailed upon receipt of two-cent stamp.

GEO. P. ROWELL & CO., PUBLISHERS,
10 SPRUCE STREET, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

1 month.....	10 per cent.
3 months.....	30 " "
6 ".....	35 " "
1 year.....	40 " "

JOHN IRVING ROMER, EDITOR.

NEW YORK, JUNE 10, 1891.

IT is a somewhat curious fact that in the storm of abuse which Mr. Rudyard Kipling's "American Notes" brought down upon the head of their author, nothing has been said in reply to his caustic criticisms upon advertising in America. Perhaps this was due to a realization that there were pretty good grounds for the attack. When in San Francisco Mr. Kipling wrote as follows:

You take a train which pulls up the middle of the street (it killed two people the day before yesterday, being unbraked and driven absolutely regardless of consequences), and you pull up somewhere at the back of the city on the Pacific beach. Originally the cliffs and their approaches must have been pretty, but they have been so carefully defiled with advertisements that they are now one big blistered abomination. A hundred yards from the shore stood a big rock covered with the carcasses of the sleek sea-beasts who roared and rolled and wallowed in the spouting surges. No bold man had painted the creatures sky-blue or advertised newspapers on their backs, wherefore they did not match the landscape, which was chiefly boarding. Some day, perhaps, whatever sort of government may obtain in this country will make a restoration of the place and keep it clean and neat. At present the sovereign people, of whom I have heard so much already, are vending cherries and painting the virtues of "Little Bile Beans" all over it.

Again, in Chicago he finds fault with the multiplicity of advertising signs:

Then my cab-driver showed me business blocks, gay with signs and studded with fantastic and absurd advertisements of goods, and looking down the long street so adorned, it was

as though each vender stood at his door howling: "For the sake of money, employ or buy of me, and me only!"

In the first place, regardless of the merits of the case, there is nothing distinctively American in sign advertising. The American advertiser goes to London and is amazed at British prodigality in signs. He crosses the channel and finds still more to wonder at. Whether or not sign advertising be an evil, it is not an American institution. We may as well confess ourselves amateurs in this branch of the science; and, in fact, many of the signs to which such vigorous objections are made come from Mr. Kipling's own beloved England. Persons endowed with unusually sensitive temperaments may deem advertising signs a nuisance, but the great majority of people care little one way or the other, so that their personal comfort is not interfered with. Our East Indian critic wisely refrained from lampooning American newspaper advertising, although he found fault with much in other departments of the American newspaper. As a nation, we rather pride ourselves upon our cleverness in newspaper advertising, and if Mr. Kipling had touched harshly upon so delicate a point he would probably have been rated yet more severely. The sign is one of the oldest forms of advertising, but, unlike most relics, it shows no signs of decay. As advertisers are not particularly thinned, the use of signs is not likely to be affected much by criticism.

MR. A. FRANK RICHARDSON, the New York special agent, whose word no man dare disbelieve, assures PRINTERS' INK that since he commenced soliciting advertisements for the Utica (N. Y.) *Saturday Globe* its sales have increased, as indicated by the figures that are here given:

April, '82.....	7,500	April, '87.....	87,880
" '83.....	15,150	" '88.....	128,000
" '84.....	28,300	" '89.....	180,411
" '85.....	36,783	" '90.....	194,287
" '86.....	44,140	" '91.....	209,275

What Mr. Richardson wishes to learn is whether any other paper in the United States can make a better showing. If any one can, PRINTERS' INK will publish the figures free of charge.

THE local advertiser in the small country paper presents the most notable exception to the general growth and improvement in the character of newspaper advertisements. Local advertis-

ing is, in the main part, where it was fifty years ago. The thrift of the local business man has extended in almost every direction except this.

Too often he regards his advertising as a gratuity, or as his share in supporting a necessary but expensive institution, and his money is expended grudgingly.

How can he be helped and his advertisements improved so as to become a factor of importance in his business?

In nearly every newspaper office will be found some man with special taste and ability in the construction of advertisements. Perhaps he has never exercised these qualities, but a little experience would serve to develop them. With a knowledge of types, an ability to write clearly and a moderate amount of ingenuity, what changes might he not work in the advertising

around. It would be a good thing for the publisher, a good thing for the advertiser and a good thing for the man who developed the plan. But he should not take it up unless prepared to give honest thought and study to the subject. The preparation of an advertisement is a delicate matter, and, as its excellence will be demonstrated in dollars and cents, it deserves the greatest care.

NO ADVERTISEMENTS.

Apropos of the recent article in the *Reporter* on advertising in agents' books and catalogues, it is interesting to note that the publisher of one of these books, asking and receiving large patronage in this line from the newspapers, follows its issue almost immediately with a "Book for Advertisers," which "names barely one-third of the newspapers published," but which, he says, is "much better than the complete directory." In this book which is thus

A CRACKED MIRROR — A BAD MESS. A WORSE MESS — A POOR ADVERTISEMENT WHY SO?

Like the tiny fragment of glass from a broken mirror reflects homely or handsome, so the smallest ad. in a newspaper throws a good or poor reflection on your store, your goods, your business.

HOW ARE YOUR ADVERTISEMENTS?

If good, make them better. } A good ad. pays every time.
If bad, make them good. }

Original, effective designs furnished at reasonable rates by

M. ROSENFIELD, Berlin, N. H.

columns of country papers? He might not excel the efforts of the famous general advertisers, but he would, at least, improve vastly upon much that now appears.

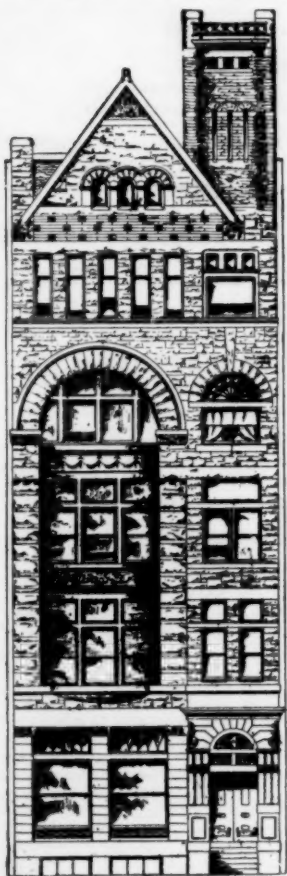
On this page is reproduced from the columns of the Coos County *Democrat* the announcement of a man who is doing just this sort of thing. His advertisement contains an original idea, and is calculated to interest newspaper readers. If country merchants throughout the country knew of such a man in their neighborhood, who would come into their stores once or twice a week and get them up attractive advertisements for a moderate fee, they would, no doubt, be glad to avail themselves of his services. We would, therefore, recommend country newspaper men to this field. The result of carrying out such a plan would be beneficial all

recommended to advertisers in place of the "complete" book—in which a mass of newspaper advertising is found—"no advertisements are taken at any price." * * *—*American Advertiser Reporter*.

The *American Advertiser Reporter* gives a very nice notice to a late publication—Geo. P. Rowell & Co's "Book for Advertisers"—calling attention to its most remarkable characteristic, viz., that it inserts no advertisements. Newspaper men and others are thankful that there is one such publication issued from an advertising agency. It is said that many enemies of the poet Pope were rescued from oblivion by the attention he paid to their attacks and innuendoes. In like manner, perhaps, many advertisers hear of the *American Advertiser Reporter* through PRINTERS' INK who otherwise would never have heard of it at all. The editor of the *A. A. R.* has a commanding intellect.

THE TOLEDO "BEE'S" NEW HOME

It is the fashion nowadays for newspapers to erect large and handsome buildings in which to conduct the various branches of their business, and there seems to be something of a rivalry



as to which shall put up the finest and most pretentious. This spirit is by no means confined to New York, Boston and Philadelphia: the great dailies of the West are not behind in this curious sort of emulation.

The cut given here shows the build-

ing of the Toledo, O., *Bee*, now in process of erection. It is located in a desirable part of the city, being within 200 feet of the Post-office, Boody House and Chamber of Commerce. It has a frontage of 200 feet and will be five stories in height besides a high basement and attic. The counting-room will be on the first floor, while the fourth will be occupied by the editorial force. The front of the building will be Lake Superior red stone, laid in random ashlar, rock face work with rich carvings. It is expected to be ready for occupancy during August.

OBJECTIONABLE ADVERTISING.

A well-known clothing firm in this city has a series of amusing street-car signs. They are placed inside of the cars, just above the seats. One of them, reading something like the following, caused a decided rumpus in an Independence avenue car this morning:

"The gentleman sitting just below is one of our customers. Isn't he a darling?"

It was a fussy-looking old fellow who had the seat indicated. He was dressed something after the manner of the '50's, and he didn't seem to care a cent, either. Presently a group of laughing girls came into the car and took seats opposite the old gentleman. It did not take them long to see and read the sign, and then they began to titter. At first the old gentleman did not notice them. Then he looked down at his feet and squirmed uneasily. Just then he saw one of the girls looking above him. He turned around and read the sign. How red his face got! I wondered that so old a man had so much blush left. But he did not swear; he merely reached up and tore the objectionable sign away with one hand, while with the other he pulled the bell-rope. The whole car laughed as the old man hurried off, tearing the card-board into smaller bits at every step.—*Kansas City Times*.

A LITTLE study of the advertising question is bound to be profitable to those who sell as well as those who buy, and merchants who seek to draw trade from outside must be prepared to treat with country patrons on lines, not necessarily different, but apart from those laid down for the local trade.—*Binghamton Leader*.

A GOOD MEDIUM!
A GOOD ADVERTISEMENT!
AND A LOW PRICE!

**DOES THIS CONSTITUTE
GOOD ADVERTISING?**

A good advertisement inserted in a good medium at a low price does not always bring satisfactory results. Something more is requisite to good advertising. The medium must be one which best reaches the class of readers to which the advertisement is intended to appeal, else disaster will follow the best planned advertising.

The papers of Kellogg's Lists are not calculated to benefit all classes of advertisers, but those who appeal to the homes and families of the great territory we cover, those who wish to create a demand for an article of domestic use, or for purposes of agriculture, or for any purpose whatever that favors trade outside the large cities will find these lists not only a cheap, but an excellent medium.

For Catalogue or other information address

A. N. KELLOGG NEWSPAPER COMPANY,

368 & 370 DEARBORN ST., CHICAGO.

TRIBUNE BUILDING, NEW YORK.



Deacon Kornfed—By gum, he gin it to him there!
Mrs. Kornfed—Air you readin' the Rev. Mr. Shouter's sermon, Hezekiah?



Deacon Kornfed—No, Melinda. I'm jest glancin' over Professor Corbett's discourse at San Francisco.

—Puck.

"That comp's a humorist," quietly remarked the proofreader as he corrected the proof from "English syndicate" to "English syndicate."—*Inland Printer*.

He Wasn't In It.—"What do you think the best advertising medium?"

"I couldn't tell you; I really know very little about the spiritualists."—*Puck*.

Couldn't See the Point.—Humorist: Hereafter I want fifty cents for each joke instead of twenty-five.

Editor—We have no further use for you; you're getting too funny.—*Epoch*.

An eminent surgeon says that with four cuts and a few stitches he can alter a man's face so his own mother would not know him. Any newspaper can do that with only one cut.—*Inland Printer*.

Over Their Afternoon Meal.—First Goat: What wonderful progress has been made in lithography of late years.

Second Goat—Yes. Things look daintier; but really the ink they use isn't half so sweet as it used to be.—*Brooklyn Life*.

Plenty to Be Done.—"I can't find anything to do," groaned an unfortunate hack writer to Sheridan, who had been advising him to buckle down to work.

"Can't find anything to do?" cried Sheridan. "Why, man, don't you know that not a line of Dickens has been written yet?"—*Puck's Cyclopaedia of Anecdotes*.

A Central American, with fathomless nerve and ingenuity, has invented a poem which he wants to sell to the World's Fair managers. It contains twenty-five hundred stanzas, and its designer will sell it for three thousand dollars, cash or on easy payments, agreeing to throw in a reading of the poem in some public place, taking nine days for the job and presenting copies to all those who will listen.—*Chicago News*.

It is hard to believe the newspaper stories of quarrels between opera people, when we know that they are always acting in concert.—*Smith, Gray & Co's Monthly*.

On a Cash Basis.—Country Editor: Mr. Squash, I can't take your subscription out in garden-truck any more.

Farmer Squash—All right, Mr. Editor; I'm perfec'ly willin' to sell it to you at the reg'lar market price!—*Judge*.

Worthy of a Crown.—Plain Citizen (to editor of Dinkeyville *Clarion*): Why do you call Wahoo a prominent and influential citizen? He has never done anything worth noticing.

Editor—Hasn't, hey? Gosh Almighty, man! He has just paid me two years' subscription in advance!—*Brooklyn Life*.

The Purist.—Publisher: How many words has your story?

Author—About three thousand.

Publisher—But, my dear fellow, we can't make a book out of three thousand words. It wouldn't fill fifteen pages.

Author—Yes; but I've used the words over and over again, you know.—*Puck*.

Regular Rates.—Young Man: I have a poem here.

Editor (after examining it)—Well, how does ten dollars strike you?

Young Man—That's really more than I expected.

Editor—Well, we can't publish such a poem as that for less than ten.—*Judge*.

A young lady was recently married in the South and the local newspaper made this notice of the event: "Miss Marielon Armstrong is one of those rich, rare, ripe beauties in face, form, mind and soul that by their virtues, power and worth gave to the South a race of heroes that has never been approached in manly manliness by any land or any clime."—*Philadelphia Ledger*.

IT GETS THERE FINALLY.

From the *Atlanta Constitution*.

There is a sign out in one of Atlanta's side streets that is at least expressive. It reads: "Going out to do whitewashing done here."

WHO IS THE SCRIBE?

From the *New York Sun*.

There is no law to prevent the sort of advertising that is now vaunted in the surface and elevated cars, but much of it is in the nature of cruelty to the public. Some pretentious scribe who fancies that he can write the English of the Elizabethan period is really writing English of no era unless it be of some future age when the language shall go mad.

THE EDITOR'S APPEAL.

From the *Stillwater (Minn.) Democrat*.

I desire to make one more statement to the patrons of the paper. About four out of every five have failed or refused to pay the last year's subscriptions. They evidently think I can live on the memory of the good I have done and the hope of a blissful immortality. I can't do it. I appreciate the hearty way I have been encouraged by a few, and the cool way in which I have been dead-beated by many. It is not too late for me to show my appreciation of the former, and I take pleasure in assuring the latter that it is not too late for them to pay whatever they owe. A man who will deliberately cheat a printer out of a couple of dollars is meaner than a horse thief and a bigger coward than Judas Iscariot. Of all times I need the money that is due me now more than I ever did. How many subscribers that know themselves to be indebted to the paper will be honest enough to pay up? I don't expect them all to do so, but I hope a few of them will. The *Democrat* has about a thousand subscribers. Less than half of them have paid up what they owe. Allowing that half the delinquents have good reasons for not paying, is it possible that the *Democrat* has 250 thieves on its subscription list? Now is the time to decide which classification you belong to.

BEATTY Organs \$35 up. Catalogue FREE Dan'l F. Beatty, Wash'ton, N.J.

ADS. PAY when written by KATE GRISWOLD, Hartford, Ct.

WOOD ENGRAVING PETRI & PELS CATALOGUE FREE NEW YORK

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

YOU GET WHAT YOU PAY FOR. "Our signs enlighten the entire world." Guaranteed to remain in good condition for one year. Just as reliable as the Press. THE R. J. GUNNING CO., 267 Dearborn St., Chicago.

PREFERRED CANADIAN PAPERS. The leading Newspapers in every Canadian city from the Atlantic to the Pacific, covering Canada completely from coast to coast. Represented by ROY V. SOMERVILLE, Special Agent for U. S. Adv'tg, 105 Times Building, New York.

WORTH ITS WEIGHT

In gold to any one that does much traveling—"GIBB'S ROUTE AND REFERENCE BOOK." Nothing like it in existence (patented and copyrighted). Specimen pages sent free.

GIBB BROS. & MORAN, NEW YORK.

LAND

Companies, Boards of Trade,

Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.

B. L. CRANS, 10 Spruce St., New York.

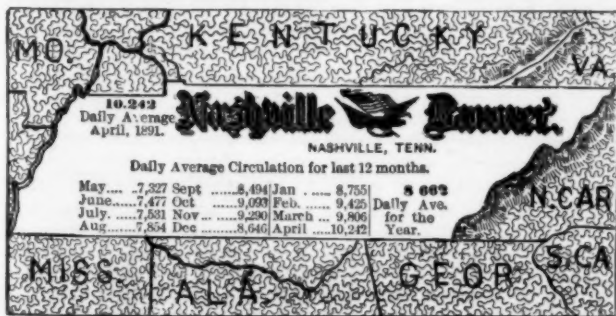
Books New Issues every week Catalogue 133 pages

free. Not sold by Dealers; prices too low. Buy of the Publisher, John B. Alden, 393 Pearl St., New York

A PREMIUM

is the best inducement you can offer new subscribers. We have a good one.

AKINS NOVELTY CO., 293 Broadway, New York City.



Dodd's Advertising Agency, Boston.
266 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.



Study Law At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.
312 Whitney Block,
Detroit, Mich.

Lawyers Live Well and Have Money. The National Reporter System

(St. Paul, Minn.) furnishes Lawyers Authorities, so must be read.

30,000 each week (magazines). (See Rowell's Directory & preferred lists.) The largest Law Circulation in the world. Each copy in use 17 weeks (average).
S. C. WILLIAMS, Mgr., 42 Tribune Bg., N. Y.



ADVERTISEMENT WRITERS.

A set of telling advertisements wanted.
\$5 for each advertisement accepted.
Send for particulars to

J. L. STACK & CO.,
St. Paul, Minn.

First National Bank, OF CHILDRESS, Texas.

Capital,
\$50,000.

Now
organizing.

A fine County Seat town in the famous Pan-handle country. Only National Bank in the county. Stock par. Will guarantee 12 per cent. net first year. Address CITY NATIONAL BANK, Wichita Falls, Texas.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 365 to 375 George St., Sydney, Australia.

HOW'S THIS?

Reliable agate measure, letter opener, leaf cutter. Made of Aluminum, the wonderful new metal. Light as wood. Strong as steel. Cleaner than silver. Will not tarnish or corrode. Six inches long, just right for vest pocket. Elegant for desk or library. You want one? 25 cents, please. Stamps will do.
R. S. THAIN, 161 La Salle St., Chicago.

FRANK LESLIE'S Popular Monthly.

In its 32d volume.

CIRCULATION, 125,000.

It has for years proved profitable to the best known advertisers. It will pay you. Try it!

Mrs. FRANK LESLIE, Publisher,
110 Fifth Ave., New York.

Nashville



Banner.

Permit us to present a statement of circulation of the DAILY BANNER for April. We sell all papers outright to newsdealers and agents, without privilege of returning copies. The total number of copies printed, and the office copies left over (the only surplus) for each day are given, the difference being the actual, bona fide, net circulation, and which we guarantee correct, making no charge for advertising if we fail to show this statement true under any test desired of us.

A. L. LANDIS, Jr.,

Business Manager.

BANNER PUBLISHING CO.,

NASHVILLE, TENN.

April, 1891.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Copies Printed..	9810	9830	9800	10050	9800	9850	9890	9890	9830	10290	9920	10140	10180	9880	9850	10130		
Surplus Copies..	42	19	39	135	22	18	48	17	39	0	37	98	225	0	0	41		
Net Circulat'n	9768	9811	9961	9915	9778	9835	9842	9873	9791	10290	9883	10042	9945	9880	9850	10189		
April, 1891.	19	21	22	23	24	25	27	28	29	30	Totals.				Daily Average.			
Copies Printed.	9880	9840	9940	10900	10900	11140	11500	11130	11050	11000	266,500				10,243			
Surplus Copies..	0	0	28	162	0	96	65	69	81	67	1,872				52			
Net Circulat'n	9880	9840	9902	10737	10900	11044	11432	11061	10969	10933	264,628				10,190			

* Short.

25

ADVERTISING ILLUSTRATIONS.
Pencil sketches, showing original ideas for newspaper cuts, trade-marks, fancy letterings, etc., 25c. each. H. W. ROGERS, No. 1286 Broadway, N. Y.

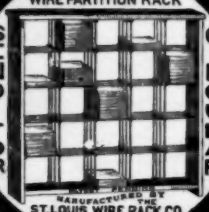
CLEAN LIGHT **STRONG CHEAP**

ACME WIRE PARTITION RACK

FOR PAPERS FOR CIRCULARS FOR OFFICES FOR LIBRARIES

USEFUL ORNAMENTAL DURABLE PORTABLE

MANUFACTURED BY THE ST. LOUIS WIRE RACK CO. ST. LOUIS, MO.



New Publications.

GEO. P. ROWELL & Co's BOOK FOR ADVERTISERS.

Probably the most useful compilation in connection with newspapers which has been brought out in a long time, if ever before, has recently appeared under the imprint of Geo. P. Rowell & Co., 10 Spruce street, New York. Their "Book for Advertisers" contains lists of the best newspapers of the United States and Canada, together with a complete list of all the class and trade journals. It is a compilation from the American Newspaper Directory. It gives the circulation ratings, and in some cases advertising rates, as well as a statement of the best way to place newspaper advertising, which is, in all cases, of course, to send it to Geo. P. Rowell & Co. If you tell them what you want and how much money you are prepared to spend, and what you wish to accomplish, they have acquired a knack by years of experience of putting your announcements where they will do the most good. The thing that puzzles ordinary advertisers, who wish to cover considerable territory, more than anything else, is, to get at lists of papers of a reliable circulation. This book aims to present such lists, and in such shape as to be easily accessible. The price of the book is \$1, and it will be mailed postpaid on receipt of that sum. —Boots and Shoes, N. Y., May 27th, 1891.

PACKAGE OF IDEAS F. MYERS
10 C. TIMES 2500 & V.

"Ideal Advertising."

My new book; of great practical value to advertisers. Handsomely illustrated, exquisitely bound, a model of elegance and tasty printing. Sent postpaid, on receipt of 10 cents. A. L. TEELE, 55 W. 33rd St., New York City.

VICTORS
MAKE THE PACE
HIGHEST GRADE
CATALOGUE FREE



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

ALLEN'S MILLION.

The **ONLY** Million.

The **PROVED** Million.

Why do ALLEN'S LISTS carry almost as much advertising in the summer as in the winter? Because they give honest count all the year round. Because they include quality as well as quantity. Because their intelligent advertisers reap profitable results every month in the year.

An Unequaled Record.

The cash orders for ads. in my June, 1890, issues exceeded those in June, 1889, issues by... **\$4,237 03**
The cash orders for ads. in my June, 1891, issues exceed those in June, 1890, issues by..... **\$8,620 10**
Net cash gain in two years, for June..... **\$8,620 10**

Bear in mind that in 1889 ALLEN'S LISTS distanced the field, but now they commence the summer with June **\$8,620.10** ahead.

The Verdict of the Triumphant Two Hundred

200 of America's shrewdest advertisers will remain in ALLEN'S LISTS all summer. They are the triumphant two hundred among advertisers. Observe for yourself, and for the summer months you will find few of these advertisers in other general advertising mediums. Thus they give their verdict that ALLEN'S LISTS are the best general advertising mediums in America.

Is There a Lesson Here for You, Reader?

Forms close the 18th of each month prior to the date of the periodicals.

E. C. ALLEN, Proprietor of Allen's Lists,
AUGUSTA, MAINE.

Have you ever thought of
Advertising in my State
Lists of Dailies and Weeklies
From which one-half publishers'

Rates are deducted on
All orders embracing
The whole of any State list?
Every advertiser who wishes to
Successfully invest his money should

Give due consideration to the
Usefulness and value of these lists.
An examination of my catalogue will
Relieve you of all possible doubt
As to the truthfulness of the above.
No paper is issued in a place
The population of which does not
Exceed three thousand inhabitants.
Every order executed upon
Day received, terms of payment being O.K.

For Catalogue and Full Details address

S. E. LEITH, 10 Spruce St., N. Y.

OUR CHICAGO OFFICE, Home Insurance Building —Room 605— IS NOW OPEN.

Advertisers are invited to call or to
address us by letter for lists of
newspapers; estimates of cost of
advertising; information about
newspapers, or the preparation of
advertisements.

Don't contract for any sort of news-
paper advertising until you corre-
spond with us on the subject.

NELSON CHESMAN & CO.

ESTABLISHED 1874 INCORPORATED 1888

Newspaper Advertising Agents

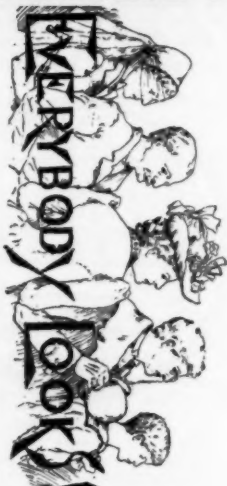
BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.

S. W. BRANCH, Home Insurance Bldg., CHICAGO.

S. E. BRANCH, 54 Broadway, NEW YORK.

IDEAS?

AT NEW IDEAS. EVERYBODY WANTS NEW ONES.
MANY WANT CUTS, AND OTHERS ONLY WRITTEN
MATTER. Why not write for what is wanted?



**THE ART LEAGUE,
133 WORLD BUILDING, NEW YORK.**

ADVERTISERS! ARE YOU AWARE

how many families, of the well-to-
do, purchasing classes,
living within ten miles
of all large cities, in the
suburbs of large towns,
in villages (as well as
live farmers) keep a few
hens?

They keep: "Poultry for Profit" and
consequently

**THEY ARE THE
PATRONS OF
The Farm-Poultry Monthly,
AND ARE A
BUYING PEOPLE.**

**Moral: Advertise in
Farm-Poultry.**

For Rates and Sample Copy address
**FARM-POULTRY, 22 Custom House St.,
BOSTON, MASS.**

A GAIN 9000 OF

paid-up yearly subscribers as compared with this time last year, is the showing of - - - - -

THE
**National Stockman
and Farmer,**
PITTSBURGH, PA.

It has the LARGEST
CIRCULATION of
the regular weekly
agricultural papers.

See It! Try It!

J. L. STACK & CO.,
NEWSPAPER ADVERTISING AGENTS.
Pioneer Press Building,
St. Paul, Minn., May 16th, 1891.
Ledger, New York, N. Y.
Gentlemen: We enclose here-
with letter received from L. L.
May & Co., of this city, in refer-
ence to returns received from the
New York *Ledger*. In view of the
fact that the same advertisement
was published in a majority of
papers of a large circulation, the
value of this as a testimonial is
thereby greatly enhanced.
Yours truly, J. L. STACK & CO.

L. L. MAY & CO.,
NURSERYMEN, FLORISTS AND SEEDSMEN.
St. Paul, Minn., 5-15-91.
J. L. Stack & Co.
GENTS: In regard to returns
received from our quarter page
adv. placed by your firm in the
N. Y. *Ledger*, would say that it
has paid us better than any paper
in which we had the same *adv.* this
season. Yours truly,
L. L. MAY & CO.

PREFERRED

Toronto....Globe.
Toronto....Empire.
Hamilton...Times.
Hamilton...Spectator.
Winnipeg...Free Press.
Winnipeg...Sun.
Vancouver...News Advertiser.
Victoria....Colonist.
Kingston...Whig.

CANADIAN

Ottawa.....Free Press.
Montreal...Herald.
Montreal...La Presse.
Quebec.....Chronicle.
St. John....Globe.
St. John....Telegraph.
Halifax....Herald.
Halifax....Mail.
Halifax....Chronicle.
Halifax....Echo.

PAPERS.

These are Canada's Greatest Dailies. My
lists include also the best dailies in smaller
Canadian cities and the cream of the Re-
ligious, Agricultural, Society, Illustrated,
Trade and Country Weekly Papers in Can-
ada as well.

ROY V. SOMERVILLE,
Special Agent for U. S. Advert'g in Preferred
Canadian Papers.
Room 105, Times Building, New York.

**ARE YOU { PRINTING
IN THE { BUSINESS?
IF SO, USE GOOD INK.**

Future orders depend on it.
If the quality of the Ink
is poor, the job will be poor,
and the customer will be
dissatisfied.

Good Ink may cost more
money, but you gain by it
in the end.

Your work will show the
results.

When in the market for
Ink, send to the

W. D. Wilson Printing Ink Co.

(LIMITED),
140 William St., N. Y.

Specimen book sent on
application.

WE WIN THAT \$1,000!

We have finished composing those 1,000 ads. in 1,000 hours for \$1,000, which we contracted to do for the

NEW YORK WORLD.

If you bet against us you have lost.

Newspaper Proprietors — Do you want a scheme for booming your paper? If so, write or call on us.

O. J. GUDE & CO.,
General Advertisers,
113 SIXTH AVE., N. Y.

"Why Do You Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome, descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is easily handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanketed sheet? If so, you will find your ideal in

The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

It is a live paper. Energy and nerve characterize its management. Its size is unique, bandy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.

FRANK A. MUNSEY,
239 Broadway, New York.

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.
Presbyterian Observer.

WE

HAVE MOVED.

It isn't very important to advertisers to know we have changed our local habitation. But we mention it that you may find us easily if you will do us the honor to call.

We have gone up higher (to the fifth floor) and have a front room on Chestnut St. (No. 1200—S. W. corner of 12th St.) and have put out some signs that "he who runs may read." He will read easier if he walks. This is what he will see on the directory of the building of 'The Beneficial Saving Fund Society, S. W. cor. Chestnut and 12th Sts.:

5TH FLOOR

Room 31—THE RELIGIOUS PRESS ASS'N.

But you can address us as usual if you want to share the benefits our papers give to advertisers:

Character,
Confidence,
Quality,
Quantity,
Low Prices.

One
Price
Advertising

Without Duplication
of Circulation

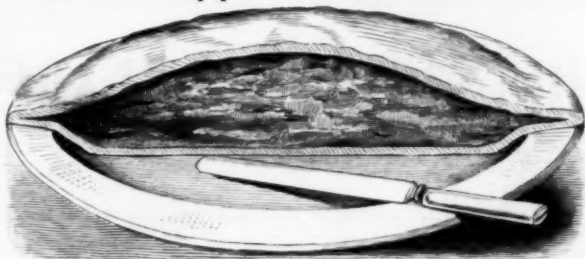
HOME 15 BEST
JOURNALS WEEKLIES
Every Week
Over 275,000 Copies

Religious Press
Association
Phila



(COPYRIGHTED 1891.)

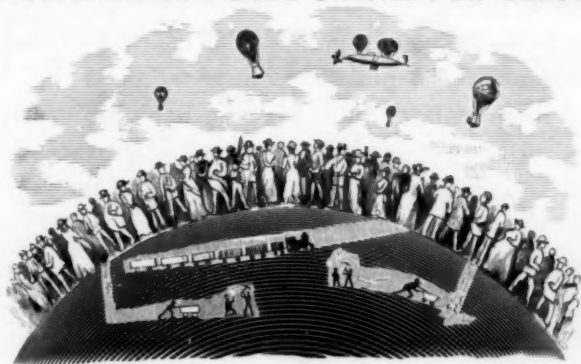
Not the Upper or Lower Crust



But the **MIDDLE OF THE PIE** is what we are after, because it's the best and there is the most of it.

Now, in general business, it is not the **VERY RICH** or very poor who read or answer advertisements ;

NOT THE FEW ABOVE OR THE FEW BELOW



—BUT THE—

Great Mass of Mankind ON EARTH.

The secret of the great success of **COMFORT**, the Magnetic Monthly, is that it is subscribed for, read and enjoyed by the great middle classes. Thus it is that

IF YOU PUT IT IN "COMFORT" IT PAYS!

Circulation will reach **750,000** in the Fall, when rates will be advanced.

Space at the Agencies or of **THE GANNETT & MORSE CONCERN**, Augusta, Maine.



THE SATURDAY BLADE

PAYS ADVERTISERS,

Because it contains what the people want to read. The circulation is not forced by premiums, etc., but every copy is taken and paid for for what there is in it.

THE CHICAGO LEDGER

Has the solidity of age and the impetus of new management and push.

These papers pay. If you don't believe it, write to any of our advertisers who can trace the results of their advertising and see what they say.

THE SATURDAY BLADE,	-	\$1.00 per Line.
THE CHICAGO LEDGER,	-	.50 per Line.
BOTH PAPERS COMBINED,	-	1.25 per Line.

300,000 COPIES WEEKLY.

Address any responsible Advertising Agency, or the Publisher,

W. D. BOYCE,

116 & 118 DEARBORN ST., CHICAGO, ILL.



is what the advertiser carries who "monkeys" with papers that **DO NOT PROVE** the actual number of copies printed and sold each issue. The

PITTSBURG PRESS

DOES PROVE that it **PRINTS** and **SELLS**

42,761 Copies

EACH ISSUE to the industrious, purchasing people of Pittsburgh—**and not to the JUNK SHOP**, where most circulations nowadays find their way.

If you contemplate doing any advertising in Pittsburgh or vicinity—it will pay you to consult the PRESS before placing it. We will furnish such proof as will convince the most skeptical that there is no superior advertising medium in Pittsburgh.

SUMMER ADVERTISING

The industries of Pittsburgh are of such a nature that they do not stop or slacken during the warm season. Nor does the circulation of the PRESS slacken in the heated term, but keeps right on going to its thousands of readers, and an advertisement in it for the Summer months is sure of quick and satisfactory returns. A trial will prove it.



48 Tribune Building,
NEW YORK.

509 "The Rookery,"
CHICAGO.

No IMMEDIATE OUTLAY IS REQUISITE.

\$100,000

WORTH OF ADVERTISING SPACE FOR SALE.

This space was acquired in exchange for advertisements inserted in the American Newspaper Directory. It has all been paid for, and stands to our credit. Therefore, the placing of advertisements by us in these papers to the amount standing to our credit does not require the putting out of any new capital.

We will receive orders for advertisements to be inserted in these papers, and others with which we may have advantageous arrangements, and will accept in payment, from parties having fair business ratings, notes coming due a considerable time after the advertising shall have been done, and its beneficial results ascertained.

To learn the character of the papers in which advertising is offered on these specially favorable terms, advertisers are requested to examine the advertising pages of the American Newspaper Directory. There will be found the largest mass of advertising matter ever bound together between the covers of a book, and among the papers represented will be found most of the oldest and best.

An additional reason for carefully going over the advertising pages of the Directory for this year will be found in the interesting and ingenious exhibition of novelties in display which are exhibited there. Many an advertiser is likely to find here an idea which will be of use to him.

Address communications on the subject of advertising to

GEO. P. ROWELL & CO.,

10 SPRUCE STREET, NEW YORK.

In cloth binding the price is Two Dollars.

PRICE ONE DOLLAR.

GEO. P. ROWELL & CO'S

BOOK

FOR ADVERTISERS.

Any person, desiring to advertise, who will devote some time to a careful examination of this book is pretty certain to find in it all the information he requires to enable him to perfect his plans.

179th EDITION.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 SPRUCE STREET, NEW YORK.

THE VERDICT

Of the Triumphant Two Hundred :



Two hundred general advertisers are to remain in Allen's Lists all summer. Look and see who they are! They are the shrewdest and most successful in America in their various lines of business. They are the triumphant two hundred among advertisers. Observe for yourself, and for the summer months you will find few of these advertisers in other general advertising mediums. Thus they give their verdict, that Allen's Lists are the best general advertising mediums in America.

A SURPRISING AND UNEQUALED RECORD.

The cash orders for ads. in my June, 1890, issues exceeded those in the June, 1889, issues by - - \$4,237.03

The cash orders for ads. in my June, 1891, issues exceed those in the June, 1889, issues by - - \$6,620.10

This shows a gain for June of \$6,620.10 in two years.

It should be borne in mind, in connection with the wonderful increase shown, that even in 1889 Allen's Lists distanced the field in the generous advertising patronage which they received. But while this year the patronage of other general mediums has fallen off, that of Allen's Lists has enormously increased.

WHAT DOES THIS GREAT BOOM MEAN?

It means that the shrewdest advertisers of America have learned by experience, many of them by keeping accurate records, that Allen's Lists pay handsomely all summer—that they can be depended on to pay, even when the best of other mediums will not.

GIVE THE CIRCULATION LIARS SOMETHING TO PONDER ON.

Write in your contracts as follows: Post-office receipts, running back one year, to be shown whenever desired. If the originals are lost, then a statement from the postmaster certifying the amount of each receipt. Any other proof, such as would be desired in a court of law in proving a case, whenever desired. Any proof that is possible to furnish from a well-regulated office, whenever desired. A discount in exact proportion should the circulation ever be less than was held out or guaranteed. Subscription and sample copy books to be open to full examination. Those who intend to give what they guarantee, and hold out, will sign such contracts. Those who intend that you shall think they give a great deal more than they do, will not sign such contracts. I like to sign such contracts. I court the privilege of furnishing absolute proof. Don't throw away the money you this summer make from Allen's Lists by becoming the circulation liar's victim. Get honest count, and, if your business is properly conducted, advertising all the year round will pay you best.

I PROVE UP OVER ONE MILLION CIRCULATION EACH MONTH.

Or I make a discount in exact proportion to each advertiser. Each month I mail a copy of affidavit, certifying my circulation, to each advertiser. Post-office receipts, subscription and other books shown at any and all times. Any special proof desired, that can possibly be given from a well regulated business office, gladly furnished at any and all times.

UNPARALLELED IN AMERICA.

The periodicals of Allen's Lists are the only monthlies in America whose advertising patronage is about as large in the summer as in the winter; this state of things arises from the fact that no other advertising mediums are as strong as these.

Take your place among the triumphant two hundred. Why not? Try it for July, August and September. Then you will know, and will probably hasten to make an annual contract. You will never fully know how strong and powerful Allen's Lists really are until you have been in them all summer.

QUALITY.

Never confound the quality of the periodicals of Allen's Lists with that of the cheap, thrown around monthlies. They are of very different character. Carefully edited, well illustrated, and with a brilliant, able galaxy of paid contributors, they are taken and paid for by the better classes of the rural masses all over America, because they are wanted, at subscription prices that are not low.

FORMS CLOSE FOR JULY ISSUES JUNE 18.

E. C. ALLEN, Proprietor of Allen's Lists, Augusta, Me.